

Priority Health

Type of User:	Health plan	Contact:	Bob VanEck Director, Corporate Quality Improvement
NCBD Participant:	Yes	Telephone:	616-464-8204
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Survey Instruments and Purpose

Survey Instruments	CAHPS Health Plan Survey
Version/Population	<ul style="list-style-type: none"> • Commercial – Adult • Medicaid – Adult • Medicare
Additions/Changes to Instruments	Sponsor added questions to obtain more detail.
Purpose of Project	<ul style="list-style-type: none"> • Meeting requirements for NCQA accreditation • Maintaining CAHPS scores in the 90th percentile

Survey Administration

Administered Since	
Administration Mode	Mail with telephone follow-up (NCQA protocol)

Uses of Survey Results

Reporting	Priority Health reports its results to NCQA for accreditation purposes. In addition, it reports internally for quality improvement purposes, and provides summary reports to both providers and health plan members in print and electronic formats.
Quality Improvement	This sponsor's quality improvement projects focus on improving the customer service composite score and patients' experience with information.
Marketing/Publicity	None

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